

## Target Corporation completes Phase III of Solid State Lighting Project

**SCOTTSDALE, ARIZONA**, (July 30, 2012) - The executives at Target Corporation knew they were going to significantly reduce their energy consumption when they switched to solid state lighting for their financial headquarters. Less known was that this would come with an amazing improvement in the quality of their lighting, an increase in the safety and security of their facilities and a statement of their company's success.



The luminaires were manufactured by Cireon, a California firm specializing in the design and manufacture of commercial solid state lighting. General Manager, Jim Dilbeck, stated "Revitalizing American manufacturing is a part of our mission statement. In addition to being assembled here, our proprietary componentry is also manufactured domestically. Target's selection of our company shows their commitment to a sustainable environment as well as to the US worker."

While part of the project includes office areas, Target's ultimate concern was that the outdoor luminaires could take the Scottsdale heat. "Heat is the enemy of solid state lighting and Arizona is the proving ground" says Cireon Engineering Manager, Bruce Ryan. The company's proprietary optics technology delivers a beautifully uniform result and, through a lengthy trial phase, the products proved to be engineered to withstand the most demanding environments.

In the parking lots, traditional 400W HID's were replaced with the 159W Alta 3 while 250W HID's were replaced with the 106W Alta 2. In the covered parking facility, 175W HID's were replaced with the 53W Cireon Tahoe 2 products. In the outdoor portion of the project alone, a total of 112 luminaires were replaced for a total energy reduction of more than 25kW.

Verdecom, a Phoenix-based solutions provider focused on green energy solutions managed the project. Cireon Sales Manager, Dave Graf, stated, "Verdecom's Ted Ritter is also President of the IFMA Technology Council and a big part of Phoenix's green movement. Given their broad range of services, they're extremely knowledgeable in solid state lighting."

Being green doesn't have to mean sacrifice. Sustainability and cost savings can go hand-in-hand with improved quality.

**About Cireon** — Cireon is dedicated to the engineering and manufacturing of commercial Solid State Lighting. Offering a line of commercial products that incorporate proprietary thermal and optics technologies and integral sensors, all products are mercury free, use only lead-free solders, greatly reduce light pollution, and are manufactured in the USA.

**Cireon Media Contact** — Shari Ferezy, direct at (805) 557-9099, or sferezy@cireonusa.com.

**About Verdecom** - Verdecom is dedicated to enabling and leveraging sustainability opportunities in the existing built environment. Providing focused solutions for Facility Service Organizations, Retail, Healthcare, Hospitality and Commercial Office Environments, and with headquarters in Metro Phoenix, the company serves clients throughout the Southwest.

**Verdecom Media Contact** — Alex Duggan, direct at (480) 620-2082, or alex.duggan@lmi360.com.



*Numerous professional photographs  
and testimonials are available.*